Notice of References Cited

Application/Control No. 09/849,448	Reexamination	Applicant(s)/Patent Under Reexamination DELURGIO ET AL.		
Examiner	Art Unit			
Stephen Bylciw	3623	Page 1 of 2		

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-3,017,610	01-1962	AUERBACH ALBERT A; et. al.	340/146.2
	В	US-6,029,139	02-2000	Cunningham et al.	705/10
	С	US-6,553,352	04-2003	Delurgio et al.	705/400
	D	US-6,094,641	07-2000	Ouimet et al.	705/10
	Ε	US-5,799,286	08-1998	Morgan et al.	705/30
	F	US-			
	G	US-			·
	Н	US-			
	1	US-			
	J	US-			
	к	US-			
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	0					·
	Р					
	Q					
	R					
	s	·				
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Montgmery, A. "Creating Micro-Marketing Strategies Using Supermarket Scanner Data" Marketing Science, 1997 (p 315-337)
	٧	Little, JD "BRANDAID: A marketing-Mix Model, Part 1: Structure" Operations Research, Vol 23, No. 4, July-August 1975 (p. 628-655).
	w	Abraham, M. "An Implemented System For Improving Promotion Productivity" Marketing Science, 1993 (p 248-269)
	x	Abraham, M. "Promoter: An Automated Promotion Evaluation System" Marketing Science, 1987 (p. 101-123)

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited Application/Control No. O9/849,448 Examiner Stephen Bylciw Applicant(s)/Patent Under Reexamination DELURGIO ET AL. Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	Α	US-			
	В	US-			
	С	US-			
	D	US-			
	E	US-			7 1 1 1 1 1 1 1
	F	US-			
	G	US-			
	Н	US-			
	1	US-			
	J	US-			
	к	US-		·	
	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	0					
	Р		-			
	Q					
	R					
	s					
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Cerf, V. and R.E. Kahn, "A Protocol For Packet Network Interconnection," IEEE Transactions On Communications COM-22 (May 1974) pages 637-648.
	٧	Berners-Lee, T. "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).
	w	Flanagan, D. JavaScript: The Defiitive Guide, 3 rd Edition," published by O'Reilly in June 1998 (ISBN: 1-56592-392-8) section 14.8.
	x	Buzzell, DB "The Costly Bargin of Trade Promotion" Harvard Business Review, March-April 1990 (p. 141-149).

^{*}A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.